



NJ Comprehensive Cancer Control IMPACT

Statewide Implementation Activities



Volume 7, Issue 1 Winter 2011

Lung Cancer Webinar Series Educates Healthcare Providers

Lung cancer was projected to be the most common cancer in the US and NJ in 2010, with approximately 222,520 new cases in the US and 6,260 new cases in NJ. Lung cancer also accounts for the most cancer-related deaths in both men and women with an estimated 157,300 lung cancer deaths (28% of all cancer deaths) expected to occur in the US and 4,220 lung cancer deaths expected in NJ in 2010.

In order to address this cancer burden, the Lung Cancer Workgroup, in conjunction with the Institute of Medicine and Public Health of New Jersey, hosted its first webinar series to educate healthcare providers on lung cancer prevention, early detection and treatment. Three, one hour webinars were held in November to coincide with Lung Cancer Awareness Month.

The target audience for the webinar series included: primary care and internal medicine physicians, dental professionals, oncologists, radiologists, pharmacists, advanced practice nurses, registered nurses, federally qualified health center staff, hospital systems and employee health staff. One continuing medical education credit was offered to attendees for each webinar. In addition, a newly developed [Tobacco Prevention and Cessation Resource Guide](#) was posted on the OCCP website and distributed electronically to all registrants as well as lung cancer resource guides from the American Cancer Society which can be found at: <http://www.cancer.org/Cancer/index>.

The webinar topics and speakers were:

- **November 1 – Prevention**

Fred Jacobs, MD, JD, Executive Vice President, [Saint Barnabas Health Care System](#) and Director, Saint Barnabas Quality Institute
Michael Steinberg, MD, MPH, FACP
Associate Professor, Medicine, UMDNJ – Robert Wood Johnson Medical School
Director, Tobacco Dependence Program

- **November 8 - Early Detection**

Robert A. Smith, PhD
Director of Cancer Screening, National Home Office, [American Cancer Society](#)

- **November 15 – Treatment**

Robert J. Korst, MD
Director, Thoracic Surgery
Medical Director, [The Blumenthal Cancer Center, The Valley Hospital](#)

Webinar presentations are available on the OCCP website, www.njcancer.gov, or by going to: <http://www.nj.gov/health/ccp/lungcancer/webinarseries.shtml>.

A total of 71 individuals attended the Prevention webinar, 62 attended the Early Detection webinar and 60 attended the Treatment webinar. Feedback from the webinar series has been positive and the evaluations are currently being compiled.

Funding for this webinar series was generously provided by [The Horizon Foundation for New Jersey](#).



Working Together to Reduce the Burden of Cancer in New Jersey

Message from the Chair

The holiday season is upon us and this is a time for reflection for every aspect of our very busy lives. For those of us who have responsibility for cancer prevention and control in New Jersey, we have much to be thankful for. With over 2,000 volunteers and a superb group of county coalitions, the support of our partner organizations, like the ACS, and the best staff people in the country, we have a leg up on most other states. There is a uniqueness about New Jerseyans. There is no doubt that we recognize the importance of helping our fellow state residents, stepping up to the plate to provide first-rate volunteerism.

Although we live in a time of challenging budgets, we have taken it upon ourselves to let our elected officials know how important our comprehensive cancer control program is to the well being of their constituents. If we don't advocate for our program, who will do this? What more could we ask of one another? Take the time to enjoy your loved ones and be grateful for each other's shared commitments. Happy holidays to everyone!

Arnold M. Baskies, MD, FACS
Chair of the Governor's Task Force on Cancer Prevention

Breast Cancer Learning Sessions
Reach Over 100 Women

This fall, the Breast Cancer Work Group, together with many partners, coordinated a total of three learning sessions throughout New Jersey. Held in October, in recognition of metastatic (advanced) breast cancer, each event was the result of individuals and organizations working together to promote education about the advanced stages of breast cancer and the realities of living with the disease. This partnership included: the Office of Cancer Control and Prevention (OCCP), Breast Cancer Workgroup, [South Jersey Breast Cancer Coalition](#), New Jersey Cancer Education and Early Detection (NJCEED), Public and Professional Education Committee, [The Cancer Institute of NJ](#), the [American Cancer Society](#), the [Breast Cancer Resource Center](#), the [Wellness Community of Central NJ](#), [Glaxo SmithKline-Oncology & Acute Care](#), [Abraxis-BioScience](#), [South Jersey Cancer Fund](#), [Sisters Network](#), [Susan G. Komen for the Cure-Central & South Jersey Affiliate](#), Breast Cancer Connection of Mercer County, [Capital Health](#), [Gilda's Club](#) and [Living Beyond Breast Cancer](#).

Two events were held on October 13th, the date actually designated as Metastatic Breast Cancer Awareness Day. The first was held at the State House Annex in Trenton, and was well attended with 60 participants. Welcoming remarks were delivered by Dr. Melinda Staiger from Atlantic Medical Imaging, and the keynote speaker was Dr. Kim Hirschfield from Robert Wood Johnson Medical Center. Lisa McLaughlin, MSW from Living Beyond Breast Cancer also addressed the group. Kim Casamassima, representing the Young Survivor Coalition, and Loretta Mikulski, representing the South Jersey Breast Cancer Coalition, provided survivor testimony.

The group was also honored to have NJ's Lieutenant Governor Kim Guadagno present a proclamation from Governor Chris Christie declaring October 13th as Metastatic Breast Cancer Awareness Day.

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HPV & Cervical Cancer Resource Guide Available Online

In recognition of Cervical Cancer Awareness Month in January, the Cervical Cancer Subcommittee has compiled an [online HPV & Cervical Cancer Resource Guide](#) to provide information and resources about HPV and cervical cancer to healthcare providers, patients and the community. The guide provides links to credible information such as booklets, brochures, fact sheets, websites, safety information and interventions for the prevention of cervical cancer from local and national sources. Early in the new year, the subcommittee plans to disseminate a link to the guide to school nurses and health educators and also as a follow-up to those who received the NJCEED Cervical Cancer & HPV Training Manual. The guide can be found on the [OCCP's website](#).

For additional information on gynecologic cancers, and to obtain downloadable PDF files and other campaign materials, visit the CDC's [Inside Knowledge Campaign website](#).

Atlantic Addresses Lung Cancer Through Tobacco Education

As the Atlantic County Healthy Living Coalition (ACHLC) works on a leaner budget, committees are coming up with more creative ways to reach our citizens. Lung cancer is a large concern in Atlantic County, where according to the New Jersey State Cancer Registry, the county is ranked 3rd for lung cancer incidence and 2nd for lung cancer mortality for the period of 2002-2006. Since a large portion of lung cancers develop from smoking, the Tobacco Education Committee was formed. It focuses on bringing partners such as the [Atlantic County Division of Public Health](#), [Shore Memorial Hospital](#), [Atlantic Prevention Resources](#), [Atlantic City Health Department](#) and Smoke Free Atlantic City together to focus on tobacco issues specific to this community.

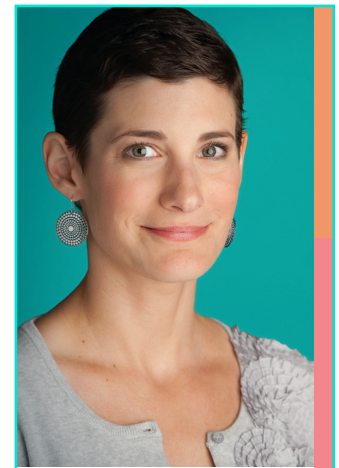
The Tobacco Education Committee has responded to a lack of free smoking cessation services by developing a workshop series to help tobacco users quit. The new series, called Ready Set Go!, provides education, tips and strategies for tobacco users to quit smoking through a positive group setting.

Each workshop focuses on

different concepts such as getting started, health consequences and benefits of quitting, stress management and behavior modification, and relapse prevention. Opportunities are provided for questions and discussion, mixed with useful information. This past November/December, the committee piloted the program at the Richard Stockton College of New Jersey, free of charge. An evaluation and results will be forthcoming.

The Tobacco Education Committee is currently developing a resource flyer specific to Atlantic County. This will put county program information together with recommended websites to better aid tobacco users who are trying to quit. The committee is also assisting the Richard Stockton College of New Jersey with their Tobacco Madness Campaign. Several members brought a variety of information and interactive activities to campus on the Great American Smoke Out, November 18th.

This is only the beginning of the work of the Tobacco Education Committee as it has more ideas on the table. It is exciting to see how



My story may help you.

"I had some bloating, back pain, and bleeding between periods. It turned out I had ovarian and uterine cancers. But I was treated and my doctor and I are optimistic about my future.

Please listen to your body. If something doesn't feel right for two weeks or longer, see a doctor."

– Jennie M., Washington, D.C.

Gynecologic cancer includes cervical, ovarian, uterine, vaginal, and vulvar cancers. Symptoms are not the same for everyone.

www.cdc.gov/cancer/knowledge

1-800-CDC-INFO



it has developed and the great work that is really beginning to come through.

For more information about Atlantic County activities, please contact Angela A. Bailey at abailey@shorememorial.org or 609-653-3923. Visit www.achlc.com.

I'll Go If You Go!

The Bergen Coalition encourages partners to take part in necessary health screenings...together

On October 16th, the Bergen Coalition participated in "I'll Go If You Go," a breast and prostate cancer educational initiative sponsored by two member organizations, [The Prostate Net](#) and [Gilda's Club Northern New Jersey](#). The prevailing theme of the initiative was "Do It for Her, Do It for Him, Do It for Life!" Men carry a multitude of attitudinal barriers regarding their health and many are especially reticent to be screened. Women need to be proactive regarding their breast health and get their yearly mammograms starting at age 40.

The focus and rationale of the initiative was to provide participants with "need to know" information on screening, prevention and treatment of breast and prostate cancer. In turn, participants would channel this vital information and encourage the men and women in their lives to see their doctors to be screened.

Featured presenters and their topics included Jennifer Yates, M.D., Department of Urology, [Hackensack University Medical Center](#), "An Introduction to Prostate Cancer: Screening, Prevention and Treatment;" David Pearlstone, M.D., FACS, Chief Division of Breast Surgery, Hackensack University Medical Center, "Mammography Testing: Is There an Answer?;" Barbara A. Ward, M.D., Director, [Breast Center at Greenwich Hospital, Greenwich, Connecticut](#), "So You Have Breast Cancer: Now What? Perspectives from a Surgical Oncologist;" and Virgil Simons, The Prostate Net, "The Patient's Perspective."

Some of the facts and statistics delivered by the presenters included:

- In comparing open prostatectomy to robotic prostatectomy, the robotic prostatectomy is associated with less blood loss, less postoperative pain, shorter hospital stay but surgeon experience in operating the robotic system is an important factor determining outcomes after the prostatectomy;
- There has been a gradual decline in prostate cancer mortality in the US of approximately 30% since the introduction of the Prostate Specific Antigen (PSA) test;

- Men are less likely to utilize the health care system, less likely to carry health insurance and more likely to delay seeking healthcare;
- Breast cancer is the most commonly diagnosed cancer among women; 27% of all cancers diagnosed in women are breast cancers;
- Fifteen percent of all women who die of cancer die of breast cancer;
- Clinical breast exam (CBE) should be a part of a periodic health exam, about every 3 years for women in their 20's and 30's and every year for women 40 and over;
- Women who have an abnormal BRCA1 or BRCA2 gene have up to an 85% risk of developing breast cancer by age 70;
- Increased attention to men's health ultimately holds the potential to bolster and uplift the health status of both genders; and
- Perforator flap reconstruction is a new option for breast cancer reconstructive surgery. It may involve the transfer of tissue from the abdomen or buttocks to form a new breast mound.

In addition to these statistics, Dr. Pearlstone tried to allay fears of women who hear the dreaded words, "I think you should see a breast specialist," and reported that after diagnostic measures are conducted, there is an 80% negative rate.

Further, Dr. Ward concluded her presentation on a positive note by encouraging members of the audience to participate in the American Cancer Society's Making Strides Against Breast Cancer Walks during the month of October. She offered the following: "Remember...why are there so many people walking? Because so many are survivors!"

The mobile health van of [North Hudson Community Action Corporation](#) was also available for health screenings, while the Coalition Coordinator and Bergen County CEED representative joined other educators in providing cancer related materials and interacting with participants in designated rooms at Gilda's Club.

On October 28th, the Bergen Coalition participated in a health fair sponsored by the

Bergen continued, following page

Lyndhurst Health Department

targeted to fifth graders attending township public and parochial schools. Students visited six educational stations focusing on good nutrition, sun safety, tobacco control, spinal health, dental health and alcohol/drug awareness. Prior to the event, students developed posters focusing on these topics that were displayed near each station.

At the health fair, the Coalition provided a nutrition wheel of fortune staffed by Lyndhurst High School students. Students would spin the wheel and answer questions such as “Name two dairy products that are excellent sources of calcium?” or “One cup of yogurt is the size of a baseball—true or false?” Upon answering the questions correctly, students received a healthy snack item for playing this educational game.

In addition, the Coalition Coordinator staffed a table display of tobacco control visual aides to reinforce the health risks of tobacco use and exposure to secondhand smoke. Using swine lung tissue models, the Coordinator illustrated the effects of a smoker’s exposure to over

4,000 chemicals, metals and gases found in every puff of a cigarette. Students were able to touch the pink healthy lung model and the cancerous lung model, blackened through the effects of tar exposure. Students also viewed a Jar of Tar and Mr. Gross Mouth, a tooth model that graphically illustrates the health risks of the use of smokeless tobacco. The Coordinator provided smoking cessation materials to students who had a family member or relative who smoked or used smokeless tobacco.

It is at this tobacco education table where many students discussed how uncomfortable and worried they were because a family member continued to smoke, unfortunately some in their presence. In fact, one student explained that “she keeps talking to her mom all the time to quit but she just can’t or doesn’t want to quit.” This student said that she would go home and tell her mom about the 4,000 chemicals, metals and gases “that mom is putting not only in her lungs but mine too.”



Two students view the lung model to see the effects of exposure to chemicals, metals and gases found in each puff of a cigarette.

Joyce Jacobson, Lyndhurst Health Administrator, also requested the “Stay Safe in the Sun” 15-question game board for the students. The game board, staffed by a Coalition member, had students randomly select questions that emphasized the health benefits of proper sun safety habits to protect against skin cancer.

A total of 235 students and their teachers participated in the fair. The Lyndhurst Department of Health provided prizes to all students and awarded special prizes to poster contest winners.

For more information about Bergen County Cancer Coalition activities, please contact Albert J. Ferrara, Jr. at aferrara@co.bergen.nj.us or 201-634-2707. Visit www.bergenhealth.org.



Prostate Cancer Awareness Highlighted by Essex Coalition

The Essex County Cancer Coalition (ECCC) recognized Prostate Cancer Awareness Month at its September 23rd meeting, held at UMDNJ’s New Jersey Medical School / University Hospital Cancer Center in Newark, with three presentations on prostate cancer. Daniel M. Rosenblum, PhD (ECCC Co-coordinator) spoke on “The Impact of Prostate Cancer in New Jersey,” covering prostate cancer incidence and mortality data in the US and NJ, identifying some key trends, and showing racial disparities. Stanley H. Weiss, MD (ECCC PI and Director) gave two

Essex continued, following page

Essex continued from prior page

presentations — “Prostate Cancer 101: Testing and Treatment” and “Prevention Strategies.” A critical analysis of published literature including a just-released article finds strong support for education of patients about the pros and cons of screening. Evidence is also accumulating which suggests that screening reduces prostate cancer mortality. Dr. Weiss highlighted methodological weaknesses in widely publicized recent papers that claimed that there was little evidence for such benefits. Although there is no demonstrated reduction in prostate cancer risk from

are prescribing 5ARIs for chemo-prevention, and longer follow-up data on 5ARIs is needed before widespread adoption of utilization.

All three presentations have been posted in the Presentations section of the ECCC website.

The recently released ECCC transportation resource brochure lists transportation options in Essex County for cancer patients and their caregivers. To better meet the needs of the county’s diverse population, the brochure has been translated into Spanish, Portuguese and French Creole through The Cancer Institute of New Jersey’s free translation program. The brochures are posted on the ECCC web site at www.umdj.edu/esscaweb/ECCCresources.

The ECCC and the New Jersey Medical School continue to partner with the New Jersey Department of Environmental Protection (NJDEP) to expand the distribution of radon test kits that are available to homeowners in Essex County at no charge. Kits have been distributed to 6 health officers in Essex County

covering 17 municipalities. New distribution locations included: the City of Orange Township; the Caldwell Farmers’ Market, where ECCC Radon Outreach Workers Grace Na and Aamina Ahmed distributed 31 radon kits to homeowners in October; and the Township of Nutley, which offered the kits to their residents beginning in September. Lastly, the ECCC, the Northern NJ Prostate Cancer

“This initiative is an important one. Radon is something that we don’t readily think about. This awareness program is not only very informative, but it can also save lives. I hope that our residents take full advantage of it.”

*Joanne Cocchiola
Nutley Mayor*

Initiative and the NJCEED S.A.V.E. program collaborated to host an exhibit table at the 2010 NJ Chronic Disease Summit on November 4th. The summit provided a valuable opportunity for coalition members to network with other health professionals from throughout the state.

For more information on ECCC activities, please visit www.umdj.edu/esscaweb, call 973-972-4623, or contact David Landry at landrydj@umdj.edu, Dr. Daniel Rosenblum at rosenbdrm@umdj.edu, or Dr. Stanley H. Weiss at weiss@umdj.edu.



Essex County Cancer Coalition member, Grace Na, provides cancer information and radon detection kits at a UMDNJ vendor fair.

any dietary or environmental intervention, clinical trials of 5-alpha-reductase inhibitors (5ARIs) have shown a reduction in incident prostate cancer. However, few physicians so far

Breast Cancer Work Group, continued from page 2

The second event was held at Shore Memorial Hospital in Somers Point, NJ. This session included physicians, nurses, advocates and survivors in a panel discussion on the realities of living with advanced breast cancer. There were 40 women in attendance.

The final learning session was held on October 20th at the Wellness Community of Central NJ in Bedminster, NJ. The keynote speaker was Dr. Deb Toppmeyer from The Cancer Institute of NJ. Her presentation, attended by 25 women, was entitled “Frankly Speaking about Advanced Breast Cancer.” Each of these learning sessions included a question and answer session.

Hudson Coalition Kept Busy This Fall

The months of September and October are generally the two busiest months of the year for the Hudson County Cancer Coalition (HCCC). In September, for example, the HCCC staffed exhibit tables at three major events: the Hoboken Feast of the Martyrs on September 9th and 11th, attended by an estimated 65,000 people; the Save Latin America Health Festival in Union City on September 19th, attended by an estimated 15,000 people; and the Hoboken University Medical Center Health Fair held on September 23rd, attended by an estimated 200 people. HCCC representatives provided education about site-specific cancers, particularly breast and prostate cancers, as these are a main focus of the Coalition for 2011.

This was especially the case at the Save Latin America Health Festival, where the HCCC representative referred many women to the Hudson Perinatal Consortium's exhibit table, where approximately 100 women signed up to be screened for breast cancer under the NJCEED program. Many men were also informed of the free prostate cancer screenings being performed and were encouraged to take advantage of this opportunity, contributing to the total of 100 men that were screened that day.

The HCCC also held its quarterly meeting on September 22nd. The guest speaker was Robert J. Wortalik, Esquire of Wortalik & Altemus Attorneys at Law, who informed members on how difficult it is to be declared disabled and eligible for Supplemental Security Income (SSI) / disability, and that having cancer is one of the conditions that can qualify an individual for these payments.

Also participating in the meeting were three representatives from Susan G. Komen's Summit office. It should be noted that Komen has formed a breast cancer task force to bring attention to the higher percentage of breast cancers diagnosed in later stages in African American and/or older women in Hudson County, compared to the same population in the rest of New Jersey. The HCCC Coordinator co-chairs this task force.

The HCCC also participated in the Hoboken Family Planning Distinguished Persons Awards Dinner held on October 7th. Approximately 130 people attended this year's event, including many community leaders. Each fall, the HCCC provides significant support for this event because it raises awareness of the unmet need for cancer screening and treatment services in the county's large medically under-served population. The HCCC assisted Hoboken Family Planning in planning the event, sold program ads and dinner tickets and presented one of the awardees, Dan Atilio of the United Way.

For more information on Hudson County activities, please contact Bill Bullock at Bbullock20@aol.com or 201-523-0578. Visit www.hudsoncountycancercoalition.org.



Dr. Poonam Alaigh, Commissioner of Health, visits with Coordinator Bill Bullock during recent health festival

Don't Forget Your...

Winter Vegetables!

Just because the cold months are upon us, that doesn't mean we can't still take in our 5-A-Day!

There are plenty of hearty, delicious vegetables in season in winter! Here's just a partial list of veggies that be baked, boiled, roasted, stewed and mixed into soup!

- Beets
- Broccoli
- Brussels Sprouts
- Cabbage
- Cauliflower
- Celery Root
- Cooking Greens
- Endives & Chicories
- Fennel
- Horseradish
- Leeks
- Onions
- Parsnips
- Potatoes
- Sunchoke / Jerusalem Artichokes
- Sweet Potatoes
- Turnips & Rutabagas
- Winter Squash

Somerset Highlights Breast Cancer Awareness

The month of October, Breast Cancer Awareness Month, kicked off with volunteers from the Somerset County Cancer Coalition (SCCC) and Somerset County Vo-Tech students and families hanging the traditional pink bows that adorn Main Street and the Somerset County Administration Building for the entire month. To highlight the month, the County Freeholders and the Town Councils from Hillsborough and Montgomery Townships each proclaimed October as Breast Cancer Awareness Month.



Freeholder Patricia L. Walsh and Assemblywoman Denise Coyle, joined [Women's Health & Counseling Center](#)



and the SCCC in celebrating the 7th Annual Breast Cancer Awareness Month Celebration on October 6th, held again on the steps of the Somerset County courthouse. At the event, Dr. Angela Lanfranchi, Chair of the [Steeplechase Cancer Center's Breast Cancer Institute at Somerset Medical Center](#), presented "Decades of Hope," an inspiring and hopeful message in which she offered practical information about issues relating to breast cancer.

The program concluded with a special recognition of the survivors in attendance with "**THINK PINK! Cause a Co-Motion,**" inspired by breast cancer survivor and choreographer Maureen Glennon, with the Somerset County Vocational & Technical School's Creative Arts Program dancing on the steps. Maureen Glennon (pictured in the photo above, on the far right), who had been diagnosed with stage 2 breast cancer, decided after she found out she was cancer-free to use dance as an outlet for awareness. This inspired her and her colleague, Janet Watson, dance instructor at

the Vo-Tech to reach out to join the cancer coalition in their annual breast cancer event to cause a Co-Motion on the courthouse steps to highlight the importance of cancer awareness and early detection.

All participants were asked to wear pink in recognition of those affected by breast cancer. Several members of the SCCC who advocate and assist people with breast cancer were available to talk with participants and provide literature. They included [The Wellness Community of Central New Jersey](#), [Memorial Sloan-Kettering Cancer Center](#) and [Somerset Medical Center](#).

The month culminated with a special **Co-motion THINK PINK!** dance performance on October 30th at Bridgewater Commons Mall, which included coalition volunteers joining in the dance. Volunteer dancers contributed not only their time to dance for this cause but \$10.00 for a Think Pink T-shirt. A donation in the amount of \$1,000.00 was awarded to the Women's Health and Counseling Center in Somerville as a result of this collaborative cancer coalition initiative! [Watch the video on YouTube!](#)

On October 26th, The Wellness Community of Central NJ hosted "When a Family is Affected by Cancer: Strengthening the School's Response." The program's presenters were Kimberly Ann Boron and Jean Marie Rosone, pictured below. The coalition supported the program by spreading the word to community and coalition members, attending the conference and providing educational literature. In addition, signature SCCC green grocery bags were distributed to all who attended, to promote cancer prevention and proper nutrition. This was the second annual conference and there were 150 school-based professionals in attendance, including counselors, nurses, social workers and psychologists.



To learn more about the Somerset County Cancer Coalition, contact Lucille Y-Talbot at YTalbot@co.somerset.nj.us or 908-203-6077. Visit www.co.somerset.nj.us/Health/ccc_index.htm.

Several Activities Keep Sussex Coalition on the Move

On Sunday, September 19th, the [Sussex County YMCA](#) partnered with the Sussex County Department of Environmental and Public Health Services to provide a free community event, *Walkabout Sussex County Challenge*, at the Sussex County Fairgrounds in Augusta. The event was open to the community and a kickoff was held to begin the five week challenge. The Challenge encouraged participants to begin taking small steps toward creating a healthier way of life.

For this friendly challenge, participants received a free Walkabout Sussex County Challenge T-Shirt, a handy step-conversion chart and a daily tracking form. The Sussex County Cancer Coalition collaborated on this project and provided the pedometers for the first 200 registrants.

An Oral Cancer Screening and education program was held October 7th, where local dentist, Dr. Nancy Craddock of Newton, volunteered her time and expertise. Free toothbrushes and dental floss were provided. A video program on oral cancer was provided by the University of East Stroudsburg and statistics were

obtained from a survey conducted on the participants' knowledge on the subject of oral cancer. Tobacco education was also provided, including information about the Quitnet/Quitline program. This was a joint program with the Sussex County Office of Public Health Nursing and the Sussex County Cancer Coalition.

"Sun Safety Throughout the Year" was the senior topic for the Healthy Living Festival held October 16th at the Hardyston Public School. The American Cancer Society's Derma Scan was used for demonstration of skin damage from the sun, and free sun screen and lip protection were made available to attendees. A skin cancer quiz was taken by participants at the program to help determine the level of knowledge of sun safe behaviors in Sussex County.

In recognition of Breast Cancer Awareness Month, a county wide campaign was in place for the entire month of October. For

the third consecutive year, all 24 municipalities participated in the effort by identifying a location in their area to display the Pink Awareness Ribbons for Early Detection Promotion. Packets with breast health information were available in each of the six county libraries for residents to take home. This was a joint program with the Sussex County Cancer Coalition and

[Project Self Sufficiency](#), providers of the Susan G. Komen Grant.

Lastly, on November 18th, the date for the annual 'Great American Smokeout,' the Sussex County Cancer Coalition and the [Center for Prevention and Counseling - Tobacco & Diabetes Program](#)

provided an opportunity for students at the Sussex County Community College to participate in Tobacco Jeopardy. Interesting facts, information and prizes were available for all participants.

For more information, please contact Helen Homeijer at HHomeijer@sussex.nj.us or 973-579-0370. Visit www.sussexagainstanccancer.org.



Union's Third Public Service Announcement Addresses Smoking Cessation

The Union County Cancer Coalition (UCCC) is pleased to announce that its lung cancer and smoking cessation Public Service Announcement (PSA) was completed in October. Moreover, the PSA was distributed to all Union County municipal and county health officers in time for broadcasting on local access television channels and closed circuit TV systems in municipal buildings during the month of November, lung cancer awareness month. The PSA is also available for viewing on the UCCC Website and on [YouTube](#).

The UCCC's decision to focus on lung cancer awareness and smoking cessation as its primary effort for 2011 is based on data that shows lung cancer is the leading cause of cancer death in Union County. It is well-documented that smoking tobacco products causes most lung cancers.

Union continued, following page

Television broadcasting of the Lung Cancer/Smoking Cessation PSA, starting in November 2010, marks the third time the UCCC has utilized professionally-made videos to communicate cancer awareness and prevention messages to the residents of Union County. Three years ago, the UCCC produced and broadcast its first PSA, featuring high-profile individuals from within the county, advocating the importance of breast cancer screening. This was followed by another PSA in similar format, this time stressing the importance of prostate cancer screening. All three PSAs received extensive broadcasting on local access television channels and on closed-circuit video systems in county municipal buildings. All PSAs are posted to the UCCC website and can be seen via YouTube for viewing by the public.

These three PSAs are a remarkable achievement for a small cancer awareness organization with limited funds. Coalition partners donated many of the services and resources needed to make this effort possible, and the UCCC Co-coordinators did the rest. The UCCC sincerely thanks everyone, and the organizations they represent, for helping to produce these valuable outreach and education tools.

For more information, please contact Bill Bullock at Bbullock20@aol.com or 201-523-0578. Visit www.uniontownship.com/web/index.html.

There was a young man walking down a deserted beach just before dawn. In the distance he saw a frail old man. As he approached the old man, he saw him picking up stranded starfish and throwing them back into the sea. The young man gazed in wonder as the old man again and again threw the small starfish from the sand to the water. He asked, "Old man, why do you spend so much energy doing what seems to be a waste of time." The old man explained that the stranded starfish would die if left in the morning sun. "But there must be thousands of beaches and millions of starfish!" exclaimed the young man. "How can you make any difference?" The old man looked at the small starfish in his hand and as he threw it to the safety of the sea, he said, "It makes a difference to this one!"
-Author Unknown

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We welcome reader comments and submissions of OCCCP-related articles and photographs. To submit comments or materials, please contact: Office of Cancer Control and Prevention 12D Quakerbridge Plaza, Suite D02 • Mercerville, NJ 08619 • EMAIL: occp@doh.state.nj.us